

Message Text

UNCLASSIFIED

PAGE 01 KUWAIT 02372 022038Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
-----022041Z 098282 /70

R 021416Z MAY 77
FM AMEMBASSY KUWAIT
TO SECSTATE WASHDC 0000
USDOC WASHDC
INFO AMEMBASSY ABU DHABI
AMEMBASSY AMMAN
AMEMBASSY ATHENS
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMCONSUL DHAHRAN
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY TEHRAN

UNCLAS KUWAIT 2372

USDOC FOR KARIKAS OIM/EID AND BIC/CAGNE

E.O. 11652: N/A
TAGS: BEXP, KU, BA
SUBJECT: ADS OPERATIONAL SUGGESTION

REF: MANAMA 916 AND RELATED

1. EMBASSY APPRECIATES DEPARTMENT'S RETRANSMITTAL OF
MANAMA'S ADS OPERATIONAL SUGGESTION AND SUBMITS THE
FOLLOWING POINTS FOR CONSIDERATION:
A. THE FIRMS WHICH COMPRISE THE PRESENT MAILING LIST
(1500 PLUS) PROVIDE THE POOL ON WHICH EMBASSY COMMERCIAL
SECTION DRAWS FOR ADS CANDIDATES. THERE IS, THEREFORE,
NO DIFFERENCE BETWEEN RESPONDENTS UNDER THE PRESENT
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OR THE PROPOSED PLAN. WTDR'S HAVE BEEN PREPARED ON THE
MAJORITY OF THE FIRMS ON THE LIST. WHATEVER CIRCUMNAVIGA-
TION OF "THE SAME BUREAUCRATIC CIRCLE" OCCURS TO FACILI-
TATE THE UPDATING OR EXPANSION OF WTD REPORTS ON THE
LISTED FIRMS MEETS WITH LITTLE OPPOSITION HERE.
B. AS STATED PREVIOUSLY, FORM LETTERS ARE NOT AN EFFECTIVE
MEANS OF MARKET PROMOTION IN KUWAIT. SUCH A PROCEDURE

REPRESENTS AN INCREASE IN PAPERWORK AND MANHOURS; THERE
SEEMS TO BE NO PAYOFF FOR THESE INCREMENTAL INCREASES TO
AN ALREADY HIGH COST SYSTEM. SUCH LETTERS WOULD GIVE
MINIMAL EXPOSURE TO THE PRODUCTS ON A NON-COST EFFECTIVE
BASIS.

C. THE PROPOSED ROUTINIZATION OF THE ADS SYSTEM FOR
KUWAIT WOULD MINIMIZE PAPERWORK, TELEPHONE USE, INVOLVE-
MENT BY COMMERCIAL OFFICER AND ASSISTANTS, AND ASSOCIA-
TED COSTS AND WOULD MAXIMIZE EXPOSURE OF THE PRODUCTS
AND SERVICES FOR WHICH AGENT/DISTRIBUTORS ARE BEING
SOUGHT.

2. ACTION REQUESTED: AUTHORIZATION FOR EMBASSY TO
INITIATE PILOT PROGRAM ALONG LINES PREVIOUSLY OUTLINED.
MAESTRONE

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NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 02-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977KUWAIT02372
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770153-0700
Format: TEL
From: KUWAIT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t197705104/aaaadmhm.tel
Line Count: 77
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 9942e287-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 MANAMA 916
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 14-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2333128
Secure: OPEN
Status: NATIVE
Subject: ADS OPERATIONAL SUGGESTION
TAGS: BEXP, KU, BA
To: STATE COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/9942e287-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009